



WPEC
c/o WTTO/WABM TV
651 Beacon Pkwy
Ste 105
Birmingham, AL 35209
ph: (205) 943-2168

Advertiser
Agency
Buyer
Salesperson

Florida Federation for Children (73508)
McLaughlin & Associates (9012)

TeleRep/DC, Washington DC (2995)
ph: (703) 528-7800

Product POLITICAL ISSUE (ns) (1187)
Brand FL FED FOR CHILD 8/8 (466488)
Acct Types National/Political Issue Agency BRD
Est/Headline 352/06267365
Demo A35+R

Revision
Comments FL FED FOR CHILD 8/8
***** THIS IS A CASH IN ADVANCE

Invoice 2567005
Inv Date 8/12/2012
Terms CIA
Contract 1351941
Bill Type Weekly/Irregular
Period 8/6/2012 - 8/12/2012

CO-OP/Order Type No/Normal
Package

Gen. Date 8/14/2012 3:05:47PM

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

AgM

West Palm Beach (WPEC)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	SPOT	9:00:00AM-10:00:00	Per week (3),Th,Fr	08/09/12 9:25AM (Th)	00:30	Live With Kelly	FFCTV12002	\$300.00	
1.0	SPOT	9:00:00AM-10:00:00	Per week (3),Th,Fr	08/09/12 9:50AM (Th)	00:30	Live With Kelly	FFCTV12002	\$300.00	
1.0	SPOT	9:00:00AM-10:00:00	Per week (3),Th,Fr	08/10/12 9:25AM (Fr)	00:30	Live With Kelly	FFCTV12002	\$300.00	
2.0	SPOT	12:00:00PM-12:30:00	Per week (2),Th,Fr	08/09/12 12:28PM (Th)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12002	\$525.00	
2.0	SPOT	12:00:00PM-12:30:00	Per week (2),Th,Fr	08/10/12 12:25PM (Fr)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12002	\$525.00	
3.0	SPOT	5:00:00PM- 5:30:00	Per week (2),Th,Fr	08/09/12 5:28PM (Th)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12002	\$600.00	
3.0	SPOT	5:00:00PM- 5:30:00	Per week (2),Th,Fr	08/10/12 5:28PM (Fr)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12002	\$600.00	
4.0	SPOT	5:30:00PM- 6:00:00	Per week (2),Th,Fr	08/09/12 5:52PM (Th)	00:30	News-WPEC CBS 12 News at 530p	FFCTV12002	\$600.00	
4.0	SPOT	5:30:00PM- 6:00:00	Per week (2),Th,Fr	08/10/12 5:51PM (Fr)	00:30	News-WPEC CBS 12 News at 530p	FFCTV12002	\$600.00	
5.0	SPOT	6:00:00PM- 6:30:00	Per week (2),Th,Fr	08/09/12 6:22PM (Th)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12002	\$900.00	
5.0	SPOT	6:00:00PM- 6:30:00	Per week (2),Th,Fr	08/10/12 6:23PM (Fr)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12002	\$900.00	
6.0	SPOT	7:00:00PM- 7:30:00	Per week (2),Th,Fr	08/09/12 7:22PM (Th)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12002	\$600.00	
6.0	SPOT	7:00:00PM- 7:30:00	Per week (2),Th,Fr	08/10/12 7:21PM (Fr)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12002	\$600.00	
7.0	SPOT	12:00:00PM-12:30:00	Day, W-1	08/08/12 12:25PM (We)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12002	\$525.00	
8.0	SPOT	5:00:00PM- 5:30:00	Day, W-1	08/08/12 5:22PM (We)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12002	\$600.00	
9.0	SPOT	5:30:00PM- 6:00:00	Day, W-1	08/08/12 5:57PM (We)	00:30	News-WPEC CBS 12 News at 530p	FFCTV12002	\$600.00	
10.0	SPOT	6:00:00PM- 6:30:00	Day, W-1	08/08/12 6:28PM (We)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12002	\$900.00	
11.0	SPOT	7:00:00PM- 7:30:00	Day, W-1	08/08/12 7:25PM (We)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12002	\$600.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log. Net 30 - Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Gross Total	\$10,575.00	Total Spots	18
Commission	(\$1,586.25)		
Net Total	\$8,988.75		



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Invoice 2567012
Inv Date 8/12/2012
Terms CIA
Contract 1352922
Bill Type Weekly/Irregular
Period 8/6/2012 - 8/12/2012

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

POLITICAL ISSUE (ns) (1187)
FL FED 4 CHILD 8/11 (466878)
National/Political Issue Agency BRD
362/06271021
A35+R

FL FED 4 CHILD 8/11
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 8/14/2012 3:05:48PM

West Palm Beach (WPEC)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
11.0	SPOT			08/11/12			1 preempt @ \$450.00	\$0.00	No Availability
12.0	SPOT	7:00:00PM- 7:30:00PM	Day,Sa-1	08/11/12 7:09PM (Sa)	00:30	News-WPEC CBS 12 News at 7p (Saturday)	FFCTV12002	\$525.00	
13.0	SPOT	11:00:00PM-11:30:00PM	Day,Sa-1	08/11/12 11:28PM (Sa)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12002	\$1050.00	
14.0	SPOT	6:30:00PM- 7:00:00PM	Day,Su-1	08/12/12 7:13PM (Su)	00:30	CBS-60 Minutes	FFCTV12002	\$450.00	
15.0	SPOT	11:00:00PM-11:30:00PM	Day,Su-1	08/12/12 11:38PM (Su)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12002	\$1050.00	



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McLaughlin & Associates (9012)

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ph: (703) 528-7800

Invoice 2569211
Inv Date 8/19/2012
Terms CIA
Contract 1352922
Bill Type Weekly/Irregular
Period 8/13/2012 - 8/19/2012

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

AgM

Product POLITICAL ISSUE (ns) (1187)
Brand FL FED 4 CHILD 8/11 (466878)
Acct Types National/Political Issue Agency BRD
Est/Headline 362/06271021
Demo A35+R
Revision
Comments FL FED 4 CHILD 8/11
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 8/21/2012 3:53:33PM

West Palm Beach (WPEC)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	SPOT	9:00:00AM-10:00:00	Per week (2),Mo,Tu	08/13/12 9:27AM (Mo)	00:30	Live With Kelly	FFCTV12002	\$300.00	
1.0	SPOT	9:00:00AM-10:00:00	Per week (2),Mo,Tu	08/14/12 9:59AM (Tu)	00:30	Live With Kelly	FFCTV12002	\$300.00	
2.0	SPOT	11:00:00AM-12:00:00	Per week (2),Mo,Tu	08/13/12 11:30AM (Mo)	00:30	CBS-The Price is Right	FFCTV12002	\$415.00	
2.0	SPOT	11:00:00AM-12:00:00	Per week (2),Mo,Tu	08/14/12 11:28AM (Tu)	00:30	CBS-The Price is Right	FFCTV12002	\$415.00	
3.0	SPOT	12:00:00PM-12:30:00	Day,M-1,Tu-1	08/13/12 12:23PM (Mo)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12002	\$525.00	
3.0	SPOT	12:00:00PM-12:30:00	Day,M-1,Tu-1	08/14/12 12:15PM (Tu)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12002	\$525.00	
4.0	SPOT	3:00:00PM- 4:00:00	Per week (1),Mo,Tu	08/14/12 3:34PM (Tu)	00:30	The Doctors	FFCTV12002	\$300.00	
5.0	SPOT	4:00:00PM- 5:00:00	Per week (1),Mo,Tu	08/14/12 4:37PM (Tu)	00:30	Dr Phil	FFCTV12002	\$450.00	
6.0	SPOT	5:00:00PM- 5:30:00	Per week (1),Mo,Tu	08/14/12 5:21PM (Tu)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12002	\$600.00	
7.0	SPOT	5:30:00PM- 6:00:00	Per week (1),Mo,Tu	08/14/12 5:37PM (Tu)	00:30	News-WPEC CBS 12 News at 530p	FFCTV12002	\$600.00	
8.0	SPOT	6:00:00PM- 6:30:00	Per week (1),Mo,Tu	08/13/12 6:12PM (Mo)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12002	\$900.00	
9.0	SPOT	7:00:00PM- 7:30:00	Per week (1),Mo,Tu	08/13/12 7:23PM (Mo)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12002	\$600.00	
10.0	SPOT	11:00:00PM-11:30:00	Per week (1),Mo,Tu	08/14/12 11:22PM (Tu)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12002	\$1050.00	
16.0	SPOT	6:00:00PM- 6:30:00	Day,M-1	08/13/12 6:10PM (Mo)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12002	\$450.00	M/G For 11.0.1

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Gross Total	\$7,430.00
Commission	(\$1,114.50)
Net Total	\$6,315.50

Total Spots 14



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Advertiser
Agency
Buyer
Salesperson

Florida Federation for Children (73508)
McLaughlin & Associates (9012)
CAMPBELL, MARIANNE
TeleRep/DC, Washington DC (2995)
ph: (703) 528-7800

Invoice 2659080
Inv Date 10/28/2012
Terms CIA
Contract 1385248
Bill Type Standard
Period 10/1/2012 - 10/28/2012

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

AgM

Product POLITICAL ISSUE (ns) (1187)
Brand FL FED 4 CHILD 10/8 (477382)
Acct Types National/Political Issue Agency BRD
Est/Headline 515/06357193
Demo A35+R
Revision
Comments FL FED 4 CHILD 10/8
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 5:18:32PM

West Palm Beach (WPEC)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	SPOT	9:00:00AM-10:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 9:57AM (Mo)	00:30	Live with Kelly and Michael	FFCTV12003HD	\$300.00	
1.0	SPOT	9:00:00AM-10:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 9:36AM (We)	00:30	Live with Kelly and Michael	FFCTV12003HD	\$300.00	
2.0	SPOT	9:00:00AM-10:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/11/12 9:49AM (Th)	00:30	Live with Kelly and Michael	FFCTV12003HD	\$300.00	
2.0	SPOT	9:00:00AM-10:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/12/12 9:34AM (Fr)	00:30	Live with Kelly and Michael	FFCTV12003HD	\$300.00	
3.0	SPOT	12:00:00PM-12:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 12:28PM (We)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12003HD	\$525.00	
3.0	SPOT	12:00:00PM-12:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 12:25PM (Fr)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12003HD	\$525.00	
4.0	SPOT	12:00:00PM-12:30:00	Per week (3), Mo, Tu, We, Th, Fr	10/08/12 12:09PM (Mo)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12003HD	\$525.00	
4.0	SPOT	12:00:00PM-12:30:00	Per week (3), Mo, Tu, We, Th, Fr	10/09/12 12:16PM (Tu)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12003HD	\$525.00	
4.0	SPOT	12:00:00PM-12:30:00	Per week (3), Mo, Tu, We, Th, Fr	10/10/12 12:24PM (We)	00:30	News-WPEC CBS 12 News at Noon	FFCTV12003HD	\$525.00	
5.0	SPOT	4:00:00PM- 5:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 4:23PM (Mo)	00:30	Dr Phil	FFCTV12003HD	\$525.00	
5.0	SPOT	4:00:00PM- 5:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/16/12 4:38PM (Tu)	00:30	Dr Phil	FFCTV12003HD	\$525.00	
6.0	SPOT	4:00:00PM- 5:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/11/12 4:23PM (Th)	00:30	Dr Phil	FFCTV12003HD	\$525.00	
6.0	SPOT	4:00:00PM- 5:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/12/12 4:48PM (Fr)	00:30	Dr Phil	FFCTV12003HD	\$525.00	
7.0	SPOT	7:00:00PM- 7:30:00	Day, Sa-1	10/20/12 7:14PM (Sa)	00:30	News-WPEC CBS 12 News at 7p (Saturday)	FFCTV12003HD	\$525.00	
8.0	SPOT			10/13/12			1 preempt @ \$525.00	\$0.00	Live Program Overrun
9.0	SPOT	10:30:00AM-11:30:00	Day, Su-1	10/21/12 11:29AM (Su)	00:30	CBS-Face the Nation	FFCTV12003HD	\$750.00	
10.0	SPOT	10:30:00AM-11:30:00	Day, Su-1	10/14/12 11:27AM (Su)	00:30	CBS-Face the Nation	FFCTV12003HD	\$750.00	
11.0	SPOT	9:00:00AM-10:30:00	Day, Su-1	10/21/12 10:29AM (Su)	00:30	CBS-News Sunday Morning	FFCTV12003HD	\$1350.00	
12.0	SPOT	9:00:00AM-10:30:00	Day, Su-1	10/14/12 9:48AM (Su)	00:30	CBS-News Sunday Morning	FFCTV12003HD	\$1350.00	
13.0	SPOT	11:00:00PM-11:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/18/12 11:12PM (Th)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12003HD	\$1050.00	
13.0	SPOT	11:00:00PM-11:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 11:22PM (Fr)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12003HD	\$1050.00	
14.0	SPOT	11:00:00PM-11:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 11:30PM (Mo)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12003HD	\$1050.00	
14.0	SPOT	11:00:00PM-11:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 11:23PM (Tu)	00:30	News-WPEC CBS 12 News at 11p	FFCTV12003HD	\$1050.00	
15.0	SPOT	6:00:00PM- 6:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 6:24PM (Mo)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12003HD	\$900.00	
15.0	SPOT	6:00:00PM- 6:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 6:23PM (We)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12003HD	\$900.00	
16.0	SPOT	6:00:00PM- 6:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 6:27PM (Mo)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12003HD	\$900.00	
16.0	SPOT	6:00:00PM- 6:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 6:12PM (Tu)	00:30	News-WPEC CBS 12 News at 6p	FFCTV12003HD	\$900.00	
17.0	SPOT	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/18/12 5:11PM (Th)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12003HD	\$750.00	
17.0	SPOT	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 5:13PM (Fr)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12003HD	\$750.00	
18.0	SPOT	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 5:23PM (Tu)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12003HD	\$750.00	
18.0	SPOT	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/10/12 5:28PM (We)	00:30	News-WPEC CBS 12 News at 5p	FFCTV12003HD	\$750.00	
19.0	SPOT	7:00:00PM- 7:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 7:22PM (Mo)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12003HD	\$750.00	
19.0	SPOT	7:00:00PM- 7:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/16/12 7:28PM (Tu)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12003HD	\$750.00	
20.0	SPOT	7:00:00PM- 7:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 7:25PM (Mo)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12003HD	\$750.00	
20.0	SPOT	7:00:00PM- 7:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/10/12 7:13PM (We)	00:30	News-WPEC CBS 12 News at 7p	FFCTV12003HD	\$750.00	

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Gross Total	\$24,450.00
Commission	(\$3,667.50)
Net Total	\$20,782.50

Total Spots 34